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ADVANCED INFORMATION *

OBSERVANCE
OF
NATIONAL 4-H CLUB WEEK

March 2-10, 1946

THE THEME: THE LOCAL 4-H CLUB IN A CHANGING WORLD

National 4-H Club Week will be held March 2 to 10, 1946. The main theme, "The Local 4-H Club in a Changing World", will play an important part in reinforcing the use of the ten 4-H Club Guideposts in local program building as launched at the National 4-H Club Congress by Director M. L. Wilson. The new 4-H goal, "3,200,000 4-H members by 1950" will also play an important part in helping the club members and leaders of each county to assume their full share of responsibility in reaching more young people with the 4-H Club program.

National 4-H Club Week should prove especially successful inasmuch as the 1100 people in attendance at the National 4-H Club Congress in Chicago, including State Club Leaders, county extension agents, local leaders, and the 900 club delegates, spent considerable time in analyzing local situations and problems and in discussing how these problems might be solved within the framework of the 10 guideposts. It is suggested that with the aid of the 900 delegates in attendance at the Club Congress, every effort be made to encourage rural young people to attack the significant issues of this new era of atomic energy from the standpoint of their own local situations and problems.

It is the hope that in every local community 4-H members will carry on in the same fine spirit as did their 4-H delegates to the National 4-H Club Congress. In discussing such important issues as housing, health, vocational choices, marketing, distribution, conservation, recreation, and maintenance of world peace, these young people can make a really remarkable beginning in demonstrating how they can develop their own local 4-H programs as effectively in solving the problems of peace in this new era of atomic energy as they did in solving the problems of war on the home front.

GENERAL PURPOSES

1. To make it possible for all 4-H members to become familiar with the new 4-H challenge and the ten new 4-H guideposts.
2. To help 4-H members to analyze their own situations and problems as a follow-up to the use of the ten 4-H Club guideposts in local program building as launched at the 1945 National Club Congress.

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3. To provide 4-H members an opportunity to check up on their own efforts to date in carrying out any 4-H program already started.
4. To give 4-H members an opportunity to reaffirm their intentions to carry their 1946 club goals to completion.
5. To acquaint parents in every community with what 4-H members are already doing within the framework of the 10 new 4-H guideposts.
6. To encourage 4-H Clubs to inventory their communities relative to those young people eligible for membership and to stimulate every 4-H member to assume responsibility for enrolling at least one new member and helping him to get started in accordance with sound 4-H Club procedure. Thus, every 4-H member will feel that he is doing his part in attaining the national 4-H goal "3,200,000 members by 1950".
7. To give recognition to the far-reaching results of 4-H Club work during the war period from the standpoint of the Nation, State, county, and local community through the press, magazines, and radio. The general public, especially on a Nation-wide basis, is entitled to be adequately informed as to the far-reaching importance of the 4-H Clubs, particularly in helping to "win the peace".
8. To enlist more public-spirited citizens as local leaders and to provide other opportunities whereby they may be enabled to give further support to the 4-H Club program.
9. To use National 4-H Club Week for the announcement of the 4-H Club calendar for the year on a State, county, or local basis unless such announcement has been made at an earlier date.
10. To mobilize all 4-H Club delegates to the 1945 National 4-H Club Congress in helping to make the 1946 National 4-H Club Week as effective as possible.

SOME SUGGESTIVE 4-H SLOGANS FOR USE DURING THE 1946 NATIONAL 4-H CLUB WEEK

Major Theme: "The Local 4-H Club in a Changing World"

Slogans: Feed a Friend in Need
 Clothe a Friend in Need
 Dig in for Peace
 Head, Heart, Hands, and Health for Peace
 Winning the Peace the 4-H Way
 Building World Peace Through Everyday Tasks

SOME HIGHLIGHTS

It is the hope that every effort will be made to make National 4-H Club Week as effective as possible in strengthening the local 4-H Club set-up, and in reaching as many young people as possible. According to reports already received, a large number of varied and constructive activities are being planned. Some of the major ones are:

1. National, State and local broadcasts including transcriptions, highlighting the 10 4-H guideposts as themes in telling what 4-H young people are planning to do.
2. Messages to all 4-H members by high government or State officials and other prominent friends of 4-H Club work. A number of governors are planning to issue proclamations or make suitable statements.
3. Special recognition of National 4-H Club Week in churches and schools.
4. Luncheons and dinners by sponsors of 4-H Club work.
5. Public panel discussions regarding the new 4-H Club challenge in relation to the 10 new 4-H guideposts.
6. Use of such plays as "Give Us This Day" and "Lamps to Keep Burning" at special 4-H events. These plays will be furnished by the National Committee on Boys and Girls Club Work.
7. National, State and county news, magazine articles, and feature material in weekly and Sunday newspaper editions relating to the main theme of the Week and 4-H Club accomplishments to date.
8. Use of window displays, stickers, and other material furnished by the National Committee on Boys and Girls Club Work. The National Committee will also cooperate as usual in relation to the other main activities of the Week.
9. Special 4-H exhibits, demonstrations and posters in public places.
10. Especially featured 4-H meetings, parades, and other 4-H events.
11. Announcement of a 4-H Club calendar for year on State, county, or local basis. Such a calendar might include such items as the 4-H goals, dates of 4-H events and local leaders' meetings.
12. Mobilization of the 4-H delegates attending the National 4-H Club Congress in helping to make National 4-H Club Week as significant as possible.

MATERIALS TO BE AVAILABLE

A manual regarding the observance of National 4-H Club Week for use of county extension agents and local leaders will be sent you soon. In the meantime, this leaflet can be used or adapted to local situations. Reference may also be made to previous manuals. The President's message and other materials will be ready for distribution by February 1. Considerable use might be made of the materials already prepared on 4-H in a Changing World for discussions by local 4-H Clubs during National 4-H Club Week. The talks on the "4-H Challenge Ahead" by the Honorable Clinton P. Anderson, Secretary of Agriculture, and "Your Charter for Tomorrow" by M. L. Wilson, Director of the Extension Service, are being made available for all leaders. Other talks relating to the main theme will be supplied by the National Committee on Boys and Girls Club Work.

THE NEW 4-H CHALLENGE TO CLUB MEMBERS

We have just won a great military victory. The arms of our Nation and our allies have succeeded in preventing brutality and force from engulfing the human race and subduing it in slavery for all time.

American youth were called on to rise in defense of the cause of human dignity--and they responded. They responded in a manner which will stand always as a proud record of youth's courage, vision, determination, and leadership. They responded to the call to arms, to the call for work in war plants, to the call in the battle of food production.

The 4-H Club program helped mobilize you young people and your fellow 4-H members at home for this gigantic task. How well you all responded is shown by your splendid record since Pearl Harbor. For example, you 4-H members produced enough food to feed 3 million fighters for a year, bought or sold \$200,000,000 worth of bonds, collected untold tons of scrap fat, paper, and metal.

That record has now been completed. The military victory is won. All who have had a part in this great youth achievement can feel justly proud.

But whether or not we can rise to the higher challenge that the military victory brings is up to every individual, everywhere. That higher challenge is for us now to build a just and enduring world peace.

National 4-H Club week provides an opportunity for every 4-H member to become familiar with the 10 4-H Club guideposts and discuss their own situations and needs within the framework of these guideposts to the end that each may become a stronger, more worthwhile citizen in doing his full part in his own community in helping to build a just and enduring world peace.

TEN GUIDEPOSTS FOR 4-H CLUB PROGRAMS

To help prepare tomorrow's citizens, physically, mentally, and spiritually, 4-H Club work provides opportunities for voluntary participation in programs, built on needs and interests, through which youth are:

1. Developing talents for greater usefulness.
2. Joining with friends for work, fun, and fellowship.
3. Learning to live in a changing world.
4. Choosing a way to earn a living.
5. Producing food and fiber for home and market.
6. Creating better homes for better living.
7. Conserving nature's resources for security and happiness.
8. Building health for a strong America.
9. Sharing responsibilities for community improvement
10. Serving as citizens in maintaining world peace.

